



Marketing Services

- E-mail deployment & hygiene
- Campaign management & sales tracking
- Search engine optimization
- Social networking
- Newsletter management
- Development of e-newsletter add-on programs like:
 - Restaurant Clubs
 - Cooking
 - Local News
 - Weekend Review

Regional Publishing Services

One of the more interesting and unique vertical markets is the local or regional publishing market. As compared to national magazines, each individual publication is small and finite. On the flip side each publication represents significant advertising opportunities for local businesses, which fuels growth within those communities.

A challenge for regional publishers is generating new and profitable circulation consistently. LSC Digital has over 30 years of experience in building this type of readership, offering publishers all the tools, innovative techniques and years of experience necessary to isolate new, paid subscribers through online and direct mail campaigns. Working with companies like *Boston Magazine* and *Philadelphia Magazine*, LSC Digital has fine-tuned effective strategies which grow circulation while keeping costs low.

LSC Digital is successful in this space because we understand regional markets and provide acquisition, engagement and marketing services specifically created for your locality.

Acquisition

- Expertise to build and manage multi-channel acquisition programs.
- Uncover new sources of responsive leads
- Target new movers to the area with effective email transition marketing cascades
- Utilize banner advertisements on specific local sites

Engagement

- Profile Customer Base - With a 360° view of your client base including predefined reports, data enhancement overlays and campaign match-backs, you will possess the information needed to make accurate marketing decisions.
- Review Direct Mail programs providing expertise to maximize future campaigns.

Contact LSC Digital

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